

Application of a market competitive profile in the process of making strategic decisions

Sabirova D.

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

© Canadian Center of Science and Education. This study proves the feasibility of such a tool as a market competitive profile for selecting and assessing strategic prospects. Algorithm and methodology of using this tool is presented to determine its advantages and restrictions. We consider the advisability of reworking some elements of the market (competitive) profile to enhance the effectiveness of the companies' strategic choices. Stages of selecting a strategy are detailed using a market competitive profile. The study also deals with one of the most important problems of this method, the translation of quantitative values and qualitative values into a single comparable measurement scale, which results in smoothing the distortions.

<http://dx.doi.org/10.5539/ass.v10n20p73>

Keywords

Market (competitive) profile, Strategic alternatives, Strategic choice